

CV Alexander Grisar

Alexander Grisar was born during Second World War (1940) in a small town in Silesia, then Germany, today Poland. He grew up in Chile and finished school there. Even today, when visiting Santiago, he feels like coming home, though he has a wide personal and professional network across Latin-America.

He studied engineering in Germany and business administration in South Africa. His engineering study was meant for taking over a management function of a family owned cement enterprise in Chile. The company was then, however, expropriated by Allende. Alexander had to look for alternatives for making use of his cement knowledge.



Alexander at cotton harvest in Valledupar, Colombia

and sludge in cement kilns. This, however, generated conflicts with his employer and lead to Alexander's separation from him. He went independent and did consultancy assignments for other cement enterprises, the Price Waterhouse Privatization Group, Washington DC, the United Nations Industrial Development Organization (UNIDO), World Bank and the Asian Development Bank.

He worked for many global players in the cement and cement machinery industry throughout the world. He likes to point out that one of his biggest achievements was during his time working for the Government of Honduras where he managed to generate the entire funding for a cement plant which the country then so desperately needed, merely by leveraging venture capital.

In tough times for the German cement industry Alexander became inventive and registered [several patents](#) for disposing municipal waste

Alexander is a retired entrepreneur with

- creative work mania
- passion for Latin America
- knowledge in ecologically and socially sustainable business
- 50 years project management experience from 40 countries
- ambassadorial qualities
- time to dedicate to SOCiLA



Alexander with grandchildren

At the age of 50 and after 30 years working in the cement industry he started an import company of his own and called it [LA SIESTA](#), today one of the leading hammock brands in Europe and North America.

2009 Alexander handed over La Siesta to his sons. Since then he is acting as business consultant to small enterprises and in particular still to La Siesta. Most of his time he is presently, however, dedicating to his newest passion: [SOCiLA](#).

Alexander Grisar is married to Dorothee Grisar, co-founder of LA SIESTA and Alexander's main moral support, and has three inspiring sons and five adorable grandchildren.